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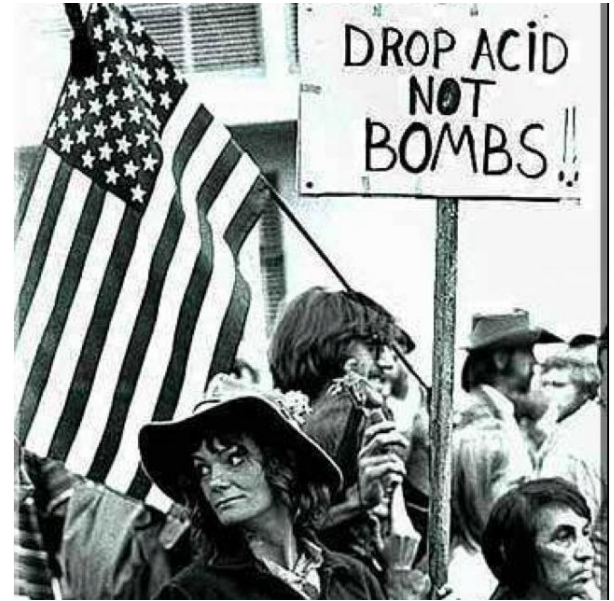
Effects of Media on the Counterculture

Hist H501 Historical Methodology

# Introduction

- The counterculture of the 1960s was a monumental time in United States history. This was a time period of rebellion, change, and hope for change.

Media would be TV, movies, news, music, etc, these would transform the counterculture and make it popular and more accepted in the society in the 1960s.



# Thesis

- Without media, the counterculture would never have existed.



# Historiography

- Auther, Elissa, Adam Lerner, and Julia Bryan-Wilson. *West of Center : Art and the Counterculture Experiment in America, 1965–1977*
- Grant, Barry Keith. *American Cinema of the 1960s: Themes and Variations.*
- Hilliard, Robert L. *Media, Education and America's Counter-Culture Revolution: Lost and Found Opportunities for Media Impact on Education, Gender, Race and the Arts.*
- “Mind if I Call You Piggy?” *Berkeley Tribe*, Volume 3 , Issue 2 - 17 07 , 1970. 1-6.
- “MSU Sit-in Protests Prof Firings” *Berkeley Barb*, Volume 3 , Issue 20 - 18 11 1966 , 1966. 1-3
- I want to prove that the counterculture movement would not have existed by showing the main examples of how it was produced and became mainstream through media sources. Without these sources it would have fizzled out and never would have become a mainstream part of our daily lives.



# Methodology

## Primary Sources

- Berkeley Barb
- Berkeley Tribe- more political

## Secondary Sources

- Books
  - *The Ballad of Greenwich Village*
  - *Berkeley in the Sixties*- Mario Savio, Jack Weinberg, Brian Turner, Steve Weissman, Art Goldberg



# Main Points

- Art- Elissa Auther *West of Center: Art and the Counterculture Experiment in America*.
- Newspaper- *Tribe, Barb, Guardian, National Guardian*
- Television- *Republican Convention, Democratic Convention 1968, Leaders. Robert Hilliard*
- Film- *Psycho, Easy Rider, Westerns. Barry Grant*
- Music- *Bob Dylan, Beatles, Jimi Hendrix, Woodstock*



# Conclusion

- The counterculture anti-system, new generation.
- Use of media such as music, movies, and news gave access for counterculture to rise with everyday Americans.
- With the multiple examples it would be clear to understand that the counterculture would have never flourished without the existence of media.



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“Berkeley in the sixties” Berkeley California. Produced and directed by Mark Kitchell. San Francisco: California Newsreel, 1990. 116 minutes. [https://search-alexanderstreet-com.proxyse.uits.iu.edu/view/work/bibliographic\\_entity%7Cvideo\\_work%7C2543721](https://search-alexanderstreet-com.proxyse.uits.iu.edu/view/work/bibliographic_entity%7Cvideo_work%7C2543721)

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